WHAT IS CLAIMED IS:

~uh	1	1. A soft vinyl chloride resin
201	2	composition comprising:
α	3	100 parts by weight of a vinyl chloride
	4	resin;
	5	20 to 150 parts by weight of a
	6	thermoplastic polyurethane; and
	7	60 to 150 parts by weight of an alkyl
	8	phthalic ester having the following chemical
	9	formula:
	10	COO CnH _{2n+1}
	11	COO C _m H _{2m+1}
	12	wherein m and n are 7 to 14. $ackslash$
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- 2. A composition as defined in Claim 1, wherein said vinyl chloride resin has an average polymerization degree of 700 to 2500.
- 3. A composition as defined in Claim 1, wherein said thermoplastic polyurethane is an aliphatic polyurethane.
 - 4. A composition as defined in Claim 1, wherein said thermoplastic polyurethane is made of polyester diol and isocyanate.
- 5. The composition as defined in Claim
 1, wherein the carboxylic acid component of said
 polyester diol is selected from the group consisting
 of adipinic acid, succinic acid, azelaic acid, and
 sebacic acid.
- 1 6. A composition as defined in Claim 4, 2 wherein said isocyanate is selected for the group 3 consisting of p-phenylene isocyanate, diphenyl

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methane, diisocyanate, hexamethylehe diisocyanate, 4 tetramethylene diisocyanate, 5 A composition as defined in Claim 1, 1 wherein said thermoplastic polyurethane is an 2 aliphatic thermoplastic polyurethane made of 3 adipinic acid-1, 4 butane dio1 and hexamethylene 5 diisocyanate. A composition as defined in Claim 1, 8. 1 wherein m and n are 7/to 9. 2 A composition as defined in Claim 1, 1 wherein said alkyl phthalic ester has a linear chain 2 ratio of an ester group (normal portion) of 80% or 3 more. 4 A composition as/defined in Claim 1, 10. 1 2 further including a filler. A composition as defined in Claim 10, 1 wherein said filler is provided in the amount of 10 2 to 100 parts by weight to 100 parts by weight of 3 said vinyl chloride resin. 4 A composition as defined in Claim 10, 1 12. wherein said filler is a plate-shape material 2 selected from the group consisting of talc, mica, 3 calcined clay, and/caoline clay. 4 A molded article made of a soft vinyl 13. chloride resin composition comprising:

100 parts by weight of a vinyl chloride

resin;

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20 to 150 parts by weight of a

thermoplastic polyurethane; and 6

60 to 150 parts by weight of an alkyl phthalic ester having the following chemical formula: 10 11 12 wherein m and n are 7 to 14. A molded article as defined in Claim 1 B 13, wherein said vinyl chloride Fesin has an average 2 polymerization degree of 700/to 2500. 3 A molded artifold as defined in Claim 1 2 13, wherein said thermoplastic polyurethane is an 3 aliphatic polyurethane. stering wheel pad A molded article as defined in Claim 1 1 23, wherein said thermoplastic polyurethane is made 2 of polyester diol and isocyanate. 3 stering whel pod A molded article as defined in Claim 1 1/3, wherein the carboxylic acid component of said 2 polyester diol is selected from the group consisting 3 of adipinic acid, succinic acid, azelaic acid, and 4 sebacic acid. 5 A molded article as defined in Claim 1 16, wherein said isocyanate is selected from the 2 group consisting of p-phenylene isocyanate, 3 dienylmethane, diisocyanate, hexamethylene 4 diisocyanate, and tetramethylene diisocyanate. 5 A molded article as defined in Claim 1 В 1, wherein said thermoplastic polyurethane is an 2

aliphatic thermoplastic polyurethane made of

adipinic acid-1.4 butane diol and hexamethylene

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diisocyanate.

20. A molded article as defined in Claim
213, wherein m and n are 7 to 9.

21. A molded article as defined in Claim
213, wherein said alkyl phthalic ester has a linear
3 chain ratio of an ester group (normal portion) of
4 80% or more.

22. A molded article as defined in Claim

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13, further including a filler.

steeing wheel pod

23. A molded article as defined in Claim 22, wherein said filler is provided in an amount of 10 to 100 parts by weight to 100 parts by weight of said vinyl chloride resin.

24. A molded article as defined in Claim 22, wherein said filler plate-shape material selected from the group consisting of talc, mica, calcined clay, and caoline clay.

- 25. A molded article as defined in Claim 13, wherein said molded article is an automobile component selected from the group consisting of covers of air bag devices, steering wheel pads, and shift lever boots.
- 26. A molded article as defined in Claim 13, wherein said molded article is selected from the group consisting of assist grips, hoses, films, artificial leathers, gaskets and conductor coverings.